

Message Text

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PAGE 01 THE HA 02415 070809Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 061450Z MAY 77
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 449
USDOC WASHDC
INFO AMEMBASSY BONN

UNCLAS THE HAGUE 2415

USDOC CALL PETER B. FIELD, EXT. 5373, IMMEDIATELY ON RECEIPT
BONN FOR IMC COLOGNE

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: USG PAVILION AT PETROTECH '78 , AMSTERDAM

REF/ (A) USDOC 08341, (B) USDOC 06471, (C) THE HAGUE 1693
(D) THE HAGUE 1227, (E) THE HAGUE 0795

1. AFTER RECEIPT OF REF. B, COMMERCIAL COUNSELOR HAD LONG DISCUSSIONS WITH RAI DEPUTY DIRECTOR, W. BAAS, IN AN ATTEMPT TO LIMIT USG PAYMENT TO FEE FOR 480 SQUARE METERS ALTHOUGH EXCELLENT SPACE OFFERED INCLUDED 682 SQ METERS OF COVERED SPACE IN TWO BLOCKS SEPARATED BY AN INNER CORRIDOR OF 93 SQUARE METERS, FOR A TOTAL OF 775 SQUARE METERS. DESPITE PETROTECH'S SINCERE DESIRE TO ACCOMMODATE USG, IT WAS MADE CLEAR THAT OUR OFFER WAS UNACCEPTABLE ESPECIALLY IN THAT THE SPACE HAD BEEN TAKEN AWAY FROM BELGIUM WHICH, IN 1975, NOT ONLY PAID FOR THE COVERED SPACE, BUT ALSO THE CORRIDOR SPACE. AS RESULT TELECONS WITH CMM FIELD AND IMC DIRECTOR HEISER, WE APPRECIATE COOPERATION SHOWN IN AUTHORIZING US TO RESERVE SPACE WITH A MAXIMUM SPACE RENTAL BUDGET OF OF THIRTY-FOUR THOUSAND, FOUR HUNDERD DOLLARS.

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2. FOLLOWING RECEIPT OF REF. A, WE HAD FURTHER DISCUSSIONS WITH MR. BAAS ON MAY 5. BECAUSE OF OBVIOUS INTEREST OF PETROTECH IN USG PAVILLION, COMMERCIAL COUNSELOR OFFERED THIRTY-TWO THOUSAND DOLLARS AS TOTAL RENTAL COST FOR ABOVE MENTIONED AREA. MR. BAAS DISCUSSED THE PROPOSAL WITH FAIR BOARD AND HAS CONFIRMED ACCEPTANCE IN TELEX RECEIVED LAST NIGHT, PERTINENT PARTS OF WHICH ARE QUOTED BELOW:

BEGIN TEXT

IT IS A GREAT PLEASURE TO LEARN THAT THE U.S. DEPARTMENT OF COMMERCE IS GOING TO PARTICIPATE DEFINITELY IN PETROTECH '78. FOR THIS REASON WE HEREWITH CONFIRM TO HAVE RESERVED FOR YOU TWO ADJACENT BLOCKS IN THE EUROPE HALL-WITHOUT COLUMNS -ONE BLOCK MEASURING 12 BY 31 M, THE OTHER BLOCK 10 BY 31 M, TOTAL 682 SQUARE M. THESE BLOCKS ARE DIVIDED BY AN AISLE WITH A LENGTH OF 31 M AND A WIDTH OF 3 M. YOU ARE ALLOWED TO INCLUDE THIS AISLE IN YOUR TOTAL DESIGN. THE COUNTERVALUE OF 682 SQ. M. IS APPROXIMATELY 38,000 DOLLARS. WE OFFER YOU ABOVE-MENTIONED BOOTH SPACE AT A PRICE OF 32,000 DOLLARS, EXCLUDING VALUE ADDED TAX. IT GOES WITHOUT SAYING THAT THIS REDUCTION ONLY APPLIES TO YOUR PARTICIPATION AT PETROTECH '78. WE SHALL HIGHLY APPRECIATE A DOWN PAYMENT AMOUNTING TO 10,000 DOLLARS BEFORE SEPTEMBER 1 ST, 1977. I LOOK FORWARD TO A CLOSE COOPERATION WITH YOU AND YOUR STAFF FOR THE REALIZATION OF A GREAT SHOW. WHEN SHALL WE RECEIVE YOUR RESERVATION FORM?

END TEXT

3. IT WILL BE NOTED THAT PRICE OF THIRTY-TWO THOUSAND DOLLARS EXCLUDES VALUE ADDED TAX. MR. BASS HAS ASSURED US THAT THE EMBASSY WILL NOT HAVE TO PAY THAT 18 PERCENT TAX AND THAT PETROTECH WILL ASSIST US IN THAT REGARD.

4. AS WASHINGTON IS AWARE THE DUTCH GUILDER HAS BEEN STEADILY GAINING STRENGTH ON THE DOLLAR IN THE LAST SEVERAL MONTHS, THE CURRENT RATE BEING HFL. 2.44- \$1. BECAUSE OF ABOVE,

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WE FELT THAT IT WAS IN USG INTEREST TO RECEIVE QUOTATION IN DOLLARS. PETROTECH HAS AGREED. HOWEVER, IT INSISTS ON AN ADVANCE PAYMENT OF TEN THOUSAND DOLLARS BEFORE SEPTEMBER 1, 1977. WE ARE AWARE OF CASH FLOW DIFFICULTIES IN COMMERCE. HOWEVER, WE HOPE THAT IMC COLOGNE COULD ADVANCE THIS AMOUNT FROM ITS CURRENT BUDGET AFTER APPROPRIATE AUTHORIZATION FROM WASHINGTON.

5. THE SPACE ALLOCATED BY PETROTECH TO OUR PAVILION CAN EASILY ACCOMMODATE MORE THAN THE ORIGINALLY PLANNED THIRTY BOOTHS. THEREFORE, WE STRONGLY RECOMMEND THAT PROCUREMENT BE STARTED IMMEDIATELY IN ORDER TO MAXIMIZE THE NUMBER OF PARTICIPANTS. WE HAVE ALREADY TRANSMITTED TO WASHINGTON THE NAMES OF TWENTY-EIGHT AMERICAN COMPANIES WHICH HAD DIRECTLY CONTACTED PETROTECH REGARDING POSSIBLE PARTICIPATION (SEE PARA 2 REF. D AND PARA 10. C. REF. E). WE HOPE THESE FIRMS COULD BE APPROACHED BY USDOC ASAP.

6. AS AUTHORIZED IN REF. A WE INTEND TO RESERVE IN WRITING

THE SPACE DESCRIBED IN PARA 1 ABOVE.

7. WE WOULD APPRECIATE BEING INFORMED OF USDOC DECISION RE
PROCUREMENT AND PROGRESS OF LATTER ON REGULAR BASIS.
BROWN

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